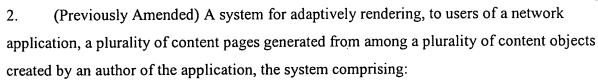
## In the Claims

Please amend claim 5 and add new claims 12-25.

1 (Original) A system for adaptively rendering, to users of a network application, a 2 plurality of content pages generated from among a plurality of content objects created by an 3 author of the application, the system comprising: 4 (a) a database of information relating to the application and its users, and including at 5 least one of the following types of information: 6 (i) user profile data; 7 (ii) user platform data; 8 (iii) observed user behavioral data; 9 (iv) aggregate or cumulative profile, platform, or behavioral data from 10 multiple users; and 11 (v) application state data; 11 (b) one or more application rules for directing the system to select dynamically: 11 (i) one or more of the plurality of content objects, reference implicitly in the 12 rules via an expression that relates to one or more goals of the author; 13 (ii) one or more users of the application that may receive the selected content 14 objects; and 17 (iii) one or more application state conditions under which the selected content 18 will be delivered to the selected users; 19 and 20 (c) an engine for interpreting the application rules dynamically and generating and 21 delivering content pages over the network to users of the application.								
author of the application, the system comprising:  (a) a database of information relating to the application and its users, and including at least one of the following types of information:  (i) user profile data;  (ii) user platform data;  (iii) observed user behavioral data;  (iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and  (v) application state data;  (i) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	1	1. (Origi	inal) A	system for adaptively rendering, to users of a network application, a				
4 (a) a database of information relating to the application and its users, and including at    least one of the following types of information:   (i) user profile data;   (ii) user platform data;   (iii) observed user behavioral data;   (iv) aggregate or cumulative profile, platform, or behavioral data from   multiple users; and   (v) application state data;   (i) one or more application rules for directing the system to select dynamically:   (i) one or more of the plurality of content objects, reference implicitly in the   rules via an expression that relates to one or more goals of the author;   (ii) one or more users of the application that may receive the selected content   objects; and   (iii) one or more application state conditions under which the selected content   will be delivered to the selected users;   and   one or interpreting the application rules dynamically and generating and	2	plurality of content pages generated from among a plurality of content objects created by an						
least one of the following types of information:  (i) user profile data;  (ii) user platform data;  (iii) observed user behavioral data;  (iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and  (v) application state data;  (b) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	3	author of the	applica	tion, the system comprising:				
6 (i) user profile data; 7 (ii) user platform data; 8 (iii) observed user behavioral data; 9 (iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and 11/2 (v) application state data; 12 (b) one or more application rules for directing the system to select dynamically: 13 (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author; 15 (ii) one or more users of the application that may receive the selected content objects; and 17 (iii) one or more application state conditions under which the selected content will be delivered to the selected users; 19 and 20 (c) an engine for interpreting the application rules dynamically and generating and	4	(a)	a data	base of information relating to the application and its users, and including at				
(ii) user platform data;  (iii) observed user behavioral data;  (iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and  (v) application state data;  (b) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	5		least o	one of the following types of information:				
8 (iii) observed user behavioral data; 9 (iv) aggregate or cumulative profile, platform, or behavioral data from 10 multiple users; and (v) application state data; (b) one or more application rules for directing the system to select dynamically: (i) one or more of the plurality of content objects, reference implicitly in the 14 rules via an expression that relates to one or more goals of the author; 15 (ii) one or more users of the application that may receive the selected content 16 objects; and 17 (iii) one or more application state conditions under which the selected content 18 will be delivered to the selected users; 19 and 20 (c) an engine for interpreting the application rules dynamically and generating and	6		(i)	user profile data;				
(iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and  (v) application state data;  (b) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	7		(ii)	user platform data;				
multiple users; and  (v) application state data;  (b) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	8		(iii)	observed user behavioral data;				
(v) application state data;  one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	9		(iv)	aggregate or cumulative profile, platform, or behavioral data from				
(i) one or more application rules for directing the system to select dynamically:  (i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	10			multiple users; and				
(i) one or more of the plurality of content objects, reference implicitly in the rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	11/		(v)	application state data;				
rules via an expression that relates to one or more goals of the author;  (ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	212	(b)	one o	r more application rules for directing the system to select dynamically:				
(ii) one or more users of the application that may receive the selected content objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	)13		(i)	one or more of the plurality of content objects, reference implicitly in the				
objects; and  (iii) one or more application state conditions under which the selected content will be delivered to the selected users;  and  (c) an engine for interpreting the application rules dynamically and generating and	14			rules via an expression that relates to one or more goals of the author;				
(iii) one or more application state conditions under which the selected content will be delivered to the selected users; and c) an engine for interpreting the application rules dynamically and generating and	15		(ii)	one or more users of the application that may receive the selected content				
will be delivered to the selected users;  and  c)  (c) an engine for interpreting the application rules dynamically and generating and	16			objects; and				
and (c) an engine for interpreting the application rules dynamically and generating and	17		(iii)	one or more application state conditions under which the selected content				
20 (c) an engine for interpreting the application rules dynamically and generating and	18			will be delivered to the selected users;				
	19	and						
delivering content pages over the network to users of the application.	20	(c)	an en	gine for interpreting the application rules dynamically and generating and				
	21		delive	ering content pages over the network to users of the application.				



(a) one or more databases for storing information relating to the application and its users, including:



6		(i)	individual, cumulative or aggregate user profile, platform and behavioral				
7			data;				
8		(ii)	content objects created by the author of the application at a plurality of				
9			levels of abstraction, including a plurality of interconnected pages and a				
10			plurality of intra-page content objects;				
11		(iii)	application state data; and				
12		(iv)	application rules directing the system to select one or more of the content				
13			objects for delivery to one or more users of the application if one or more				
1			conditions relating to the application state data are satisfied;				
313N	and						
713h	(b)	a dyn	amic content composition engine for interpreting the application rules				
17		dynar	mically and generating and delivering content pages over the network to				
18	•	users	of the application, the engine including:				
19	·	(i)	a first manager for interpreting the application rules to select page content				
20			objects to be delivered to users of the application; and				
21		(ii)	a second manager for interpreting the application rules to select intra-page				
22			content objects, wherein the content pages delivered to users are generated				
23			in part by including the selected intra-page content objects within the				
24			selected page content objects.				
1	3. (Ori	iginal) A	method for adaptively rendering, to users of a network application, a				
2	plurality of	content p	pages generated from among a plurality of content objects created by an				
3	author of th	e applica	ation, the method comprising the following steps:				
4	(a)	storing	g in a database information relating to the application and its users, and				
$\mathfrak{Z}_{5}$		includ	ing at least one of the following types of information:				
$\mathcal{I}_{6}$		(i)	user profile data;				
7		· (ii)	user platform data;				
8		(iii)	observed user behavioral data;				
9		(iv)	aggregate or cumulative profile, platform or behavioral data from multiple				

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users; and

(v)

application state data;

•		
12	(b)	creating one or more application rules for directing the system to select
13		dynamically:
<b>\</b> 14		(i) one or more of the plurality of content objects, referenced implicitly in the
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		rules via an expression that relates to one or more goals of the author;
2 10		(ii) one or more users of the application that may receive the selected content
W17		objects; and
<b>18</b>		(iii) one or more application state conditions under which the selected content
19		will be delivered to the selected users;
20	and	
21	(c)	interpreting the application rules dynamically and generating and delivering
22		content pages over the network to users of the application.
1	4. (Prev	iously Added) The system of claim 2 wherein the first manager for interpreting the
2	application i	ules to select page content objects to be delivered to users of the application
3	performs the	following steps in selecting the page content objects to be delivered to a particular
4	user:	•
5	(a)	obtains profile, platform, or behavioral data specific to the user;
6	(b)	obtains global, aggregate data regarding profiles and behavior of other users;
7 لل	(c)	determines a potential sequence of interconnected content pages to be delivered to
8		the user;
9	(d)	calculates variables based upon the data specific to the user in order to determine
10	`,	the next content page or content pages and links to subsequent content pages to be
11		delivered to the user; and

1 5. (Currently Amended) The system of claim 2 wherein the intra-page content objects

the user requests another content page.

selected by the second manager for interpreting the application rules comprise objects that may

recalculates the variables in order to determine the next content page or content

pages and links to subsequent content pages to be delivered to the user, whenever

be invoked from server-side or client-side applications and that dynamically render content pages

based on <u>user profile</u>, platform, <u>and</u> behavioral data, [or] <u>and</u> interactive responses of a user.

(e)

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(Previously Added) The system of claim 5 wherein the content objects adaptively render 1 6. 2 HTML within the content pages. (Previously Added) The method of claim 3, wherein the next content page to be viewed 7. 1 by a user is pre-fetched and delivered to the user's web browser while the user views the current 2 content page, with such pre-fetching based on the user's profile, platform, or behavioral data. 3 (Previously Added) A system for adaptively rendering, to users of a network application, 8. 1 a plurality of content pages generated from among a plurality of content objects, the system comprising: a database of information relating to the application and its users, and including (a) the following types of information: user profile data; (i) user platform data; (ii) · observed user behavioral data; 8 (iii) aggregate or cumulative profile, platform, and behavioral data from 9 (iv) multiple users; and 10 application state data; (v) 11 a database of content objects, the content objects comprising: 12 (b) one or more dynamic pages; 13 (i) one or more dynamic stacks within each page; 14 (ii) one or more dynamic content elements within each stack; and (iii) 15 one or more primitive objects within each content element; 16 (iv) one or more application rules for directing the system to select dynamically: 17 (c) one or more of the plurality of content objects, referenced implicitly in the 18 (i) rules via an expression that relates to one or more goals of the author; 19 one or more users of the application that may receive the selected content 20 (ii)

and

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will be delivered to the selected users;

one or more application state conditions under which the selected content

objects; and

(iii)

25	(d)	an eng	gine for interpreting the application rules dynamically and generating and
26		delive	ring content pages over the network to users of the application.
			11. 1) A section for a doubling learned prime to upone of a network application
1	•	_	added) A system for adaptively rendering, to users of a network application,
2	_		pages generated dynamically from among a plurality of content objects
3	created by an		of the application, the system comprising:
4	(a)	a data	base of information relating to the application and its users, and including
5		the fo	llowing types of information:
6		(i)	user profile data;
7		(ii)	user platform data;
<b>f</b> 8		(iii)	observed user behavioral data;
8 9		(iv)	aggregate or cumulative profile, platform, and behavioral data from
10			multiple users; and
11		(v)	application state data;
12	(b)	one or	more application rules for directing the system to select dynamically:
13		(i)	one or more of the plurality of content objects, referenced implicitly in the
14			rules via an expression that relates to one or more goals of the author, the
15			plurality of content objects comprising:
16			(1) one or more dynamic pages;
17			(2) one or more dynamic stacks within each page;
18			(3) one or more dynamic content elements within each stack; and
19			(4) one or more primitive objects within each content element;
20		(ii)	one or more users of the application that may receive the selected content
21			objects; and
22		(iii)	one or more application state conditions under which the selected content
23			will be delivered to the selected users;
24	and		
25	(c)	an eng	gine for interpreting the application rules dynamically and generating and
26		delive	ering content pages over the network to users of the application.

1	10.	(Previo	ously A	dded) A	A system for adaptively rendering, to users of a network application,
2	a plura	lity of o	content	pages g	generated dynamically from among a plurality of content objects
3	created	by an	author (	of the a	pplication, the system comprising:
4		(a)	one or	more d	atabases for storing information relating to the application and its
5			users,	the info	ormation including:
6			(i)	indivi	dual user profile data, cumulative or aggregate user profile data, user
7		-		platfor	rm data, and observed user behavioral data;
8			(ii)	conter	nt objects created by the author of the application at a plurality of
9				levels	of abstraction, the plurality of content objects comprising:
10				(1)	one or more dynamic pages;
11				(2)	one or more dynamic stacks within each page;
11				(3)	one or more dynamic content elements within each stack; and
13				(4)	one or more primitive objects within each content element;
14			(iii)	applic	ation state data; and
15			(iv)	applic	ation rules directing the system to select one or more of the intra-
16				page o	content objects for delivery to one or more users of the application if
17				one or	more conditions relating to the application state data are satisfied;
18		and			
19		(b)	a dyna	ımic co	ntent composition engine for interpreting the application rules
20			dynam	nically a	and generating and delivering content pages over the network to
21			users o	of the a	oplication, the engine including:
22			(i)	a first	manager for interpreting the application rules to select the dynamic
23				page c	content objects to be delivered to users of the application; and
24			(ii)	a seco	nd manager for interpreting the application rules to select intra-page
25				conter	nt objects, wherein the content pages delivered to users are generated
26				in par	by including the selected intra-page content objects within the
27				selecte	ed dynamic page content objects.

11. (Previously Added) A system for adaptively rendering, to users of a network application, a plurality of content pages generated dynamically from among a plurality of content objects created by an author of the application, the system comprising:

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	4	(a)	a data	base of information relating to the application and its users, and including		
	5		the following types of information:			
	6		(i)	user profile data;		
	7		(ii)	user platform data;		
(	8		(iii)	observed user behavioral data;		
1	<b>∖</b>		(iv)	aggregate or cumulative profile, platform, and behavioral data from		
ĺ	TR			multiple users; and		
J.	(ari		(v)	application state data;		
	<u>)</u> 12	(b)	one o	r more application rules for directing the system to select dynamically:		
\\/	/ <sub>13</sub>		(i)	one or more of the plurality of content objects, referenced implicitly in the		
×	14			rules via an expression that relates to one or more goals of the author, the		
	15			plurality of content objects comprising objects that may be invoked from		
	16			server-side or client-side applications and that dynamically render content		
	17			pages based on profile, platform, and behavioral data, and application state		
	18			data of a user;		
	19		(ii)	one or more users of the application that may receive the selected content		
	20			objects; and		
	21		(iii)	one or more application state conditions under which the selected content		
	22			will be delivered to the selected users;		
	23	and				
	24	(c)	an en	gine for interpreting the application rules dynamically and generating and		
	25		delive	ering content pages over the network to users of the application.		
	1	12. (New)	) A syst	tem for adaptively rendering, to users of a network application, a plurality of		
	2	content pages	genera	ated from among a plurality of content objects created by an author of the		
	$4^3$	application, tl	he syste	em comprising:		
	7 4	(a)	a data	base of information relating to the application and its users, and including		
ď,	<b>/</b> 5		the following types of information:			



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- (i) user profile data;
- (ii) user platform data;
- (iii) observed user behavioral data;

9		(iv)	aggregate or cumulative profile, platform, or behavioral data from
10			multiple users; and
11		(v)	application state data;
12	(b)	one o	r more application rules for directing the system to select dynamically:
13		(i)	one or more of the plurality of content objects, referenced implicitly in the
14			rules via an expression that relates to one or more goals of the author;
15		(ii)	one or more users of the application that may receive the selected content
16	•		objects; and
7		(iii)	one or more application state conditions under which the selected content
<b>6</b> 18			will be delivered to the selected users;
)i9	and		
20	(c)	an en	gine for interpreting the application rules dynamically and generating and
21	•	deliv	ering content pages over the network to users of the application, wherein
22		such	interpretation of the application rules is based at least in part on the user
23		platfo	orm data.
1	-		tem for adaptively rendering, to users of a network application, a plurality of
2	content page	es gener	ated from among a plurality of content objects created by an author of the
3	application,	the syst	em comprising:
4	(a)	one c	or more databases for storing information relating to the application and its
5		users	, including:
6		(i)	individual and aggregate user profile, platform and behavioral data;
7		(ii)	content objects created by the author of the application at a plurality of
8			levels of abstraction, including a plurality of interconnected pages and a
9			plurality of intra-page content objects;
10		(iii)	application state data; and
11		(iv)	application rules directing the system to select one or more of the content
12			objects for delivery to one or more users of the application if one or more
13			conditions relating to the application state data are satisfied;
14	and		

15	(b)	a dynamic content composition engine for interpreting the application rules
16		dynamically and generating and delivering content pages over the network to
17		users of the application, wherein such interpretation of the application rules is
18		based at least in part on the user platform data, the engine including:
19		(i) a first manager for interpreting the application rules to select page content
20		objects to be delivered to users of the application; and
21		(ii) a second manager for interpreting the application rules to select intra-page
122		content objects, wherein the content pages delivered to users are generated
23		in part by including the selected intra-page content objects within the
32 23 24		selected page content objects.
)		
1	14. (Ne	w) The system of claim 13 wherein the first manager for interpreting the application
2	rules to sele	ect page content objects to be delivered to users of the application performs the
3	following s	teps in selecting the page content objects to be delivered to a particular user:
4	(a)	obtains profile, platform, and behavioral data specific to the user;
5	(b)	obtains global, aggregate data regarding profiles and behavior of other users;
6	(c)	determines a potential sequence of interconnected content pages to be delivered to
7 ·		the user;
8	(d)	calculates variables based upon the data specific to the user in order to determine
9		the next content page or content pages and links to subsequent content pages to be
10		delivered to the user; and
11	(e)	recalculates the variables in order to determine the next content page or content
12		pages and links to subsequent content pages to be delivered to the user, whenever
13		the user requests another content page.
1	15. (Ne	w) A method for adaptively rendering, to users of a network application, a plurality of
2	content pag	es generated from among a plurality of content objects created by an author of the
3	application	, the method comprising the following steps:
4	(a)	storing in a database information relating to the application and its users, and
5		including the following types of information:
6		(i) user profile data;

7		(ii)	user platform data;
8		(iii)	observed user behavioral data;
9		(iv)	aggregate or cumulative profile, platform or behavioral data from multiple
10			users; and
11		·(v)	application state data;
12	(b)	creati	ng one or more application rules for directing the system to select
13		dynar	nically:
S <sub>14</sub>		(i)	one or more of the plurality of content objects, referenced implicitly in the
15			rules via an expression that relates to one or more goals of the author;
16		(ii)	one or more users of the application that may receive the selected content
17			objects; and
18		(iii)	one or more application state conditions under which the selected content
19			will be delivered to the selected users;
20	and		
21	(c)	interp	reting the application rules dynamically and generating and delivering
22		conte	nt pages over the network to users of the application, wherein such
23		interp	retation of the application rules is based at least in part on the user platform
24		data.	
1	16. (New)	A syst	em for adaptively rendering, to users of a network application, a plurality of
2			ited from among a plurality of content objects, the system comprising:
3	(b)	-	base of information relating to the application and its users, and including
4	, ,	the fo	llowing types of information:
5		(i)	user profile data;
6		(ii)	user platform data;
7		(iii)	observed user behavioral data;
8		(iv)	aggregate or cumulative profile, platform, and behavioral data from
9			multiple users; and
10		(v)	application state data;
11	(b)	a data	base of content objects, the content objects comprising:
12		(i)	one or more dynamic pages;

13			(ii)	one or more dynamic stacks within each page;
14			(iii)	one or more dynamic content elements within each stack; and
15			(iv)	one or more primitive objects within each content element;
16		(c)	one o	r more application rules for directing the system to select dynamically:
17			(i)	one or more of the plurality of content objects, referenced implicitly in the
18		-		rules via an expression that relates to one or more goals of the author;
19			(ii)	one or more users of the application that may receive the selected content
20				objects; and
21			(iii)	one or more application state conditions under which the selected content
22				will be delivered to the selected users;
23		and		
24		(d)	an en	gine for interpreting the application rules dynamically and generating and
25			delive	ering content pages over the network to users of the application, wherein
26			such i	nterpretation of the application rules is based at least in part on the user
27			platfo	rm data.
1	17.	(New)	A syst	em for adaptively rendering, to users of a network application, a plurality of
2	content	pages	genera	ated dynamically from among a plurality of content objects created by an
3	author o	of the	applica	tion, the system comprising:
4		(a)	a data	base of information relating to the application and its users, and including
5			the fo	llowing types of information:
6			(i)	user profile data;
7			(ii)	user platform data;
8			(iii)	observed user behavioral data;
9			(iv)	aggregate or cumulative profile, platform, and behavioral data from
10				multiple users; and
11			(v)	application state data;
12		(b)	one o	r more application rules for directing the system to select dynamically:
13			(i)	one or more of the plurality of content objects, referenced implicitly in the
14				rules via an expression that relates to one or more goals of the author, the
15				plurality of content objects comprising:

16				(1)	one or more dynamic pages;
17				(2)	one or more dynamic stacks within each page;
18				(3)	one or more dynamic content elements within each stack; and
19				(4)	one or more primitive objects within each content element;
20			(ii)	one o	r more users of the application that may receive the selected content
21				object	ts; and
22			(iii)	one or	more application state conditions under which the selected content
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				will be	delivered to the selected users;
*		and			
123 125 125		(c)	an en	gine for	interpreting the application rules dynamically and generating and
26			deliv	ering co	ntent pages over the network to users of the application, wherein
<b>/</b> 27			such	interpre	tation of the application rules is based at least in part on the user
28			platfo	orm data	
1	18.	(New	) A sys	tem for	adaptively rendering, to users of a network application, a plurality of
2	conte	nt pages	s gener	ated dyn	amically from among a plurality of content objects created by an
3	autho	r of the	applica	ation, the	e system comprising:
4		(a)	one c	or more o	databases for storing information relating to the application and its
5			users	, the info	ormation including:
6			(i)	indivi	dual user profile data, aggregate user profile data, user platform data,
7				and of	bserved user behavioral data;
8			(ii)	conte	nt objects created by the author of the application at a plurality of
9				levels	of abstraction, the plurality of content objects comprising:
10				(1)	one or more dynamic pages;
11		٠		(2)	one or more dynamic stacks within each page;
12				(3)	one or more dynamic content elements within each stack; and
13				(4)	one or more primitive objects within each content element;
14			(iv)	applic	cation state data; and
15			(v)	applic	cation rules directing the system to select one or more of the intra-
16				page	content objects for delivery to one or more users of the application if
17				one o	r more conditions relating to the application state data are satisfied;

18	and		
19	(b)	a dyn	amic content composition engine for interpreting the application rules
20		dyna	mically and generating and delivering content pages over the network to
21		users	of the application, wherein such interpretation of the application rules is
22		based	at least in part on the user platform data, the engine including:
23		(i)	a first manager for interpreting the application rules to select the dynamic
24			page content objects to be delivered to users of the application; and
25		(ii)	a second manager for interpreting the application rules to select intra-page
26			content objects, wherein the content pages delivered to users are generated
<b>2</b> 7	•		in part by including the selected intra-page content objects within the
28			selected dynamic page content objects.
1	19. (New	) A sys	tem for adaptively rendering, to users of a network application, a plurality of
2	content pages	s gener	ated dynamically from among a plurality of content objects created by an
3	author of the	applica	ation, the system comprising:
4	(b)	a data	abase of information relating to the application and its users, and including
5		the fo	ollowing types of information:
6		(i)	user profile data;
7		(ii)	user platform data;
8		(iii)	observed user behavioral data;
9		(iv)	aggregate or cumulative profile, platform, and behavioral data from
10			multiple users; and
11		(v)	application state data;
12	(b)	one c	or more application rules for directing the system to select dynamically:
13		(i)	one or more of the plurality of content objects, referenced implicitly in the
14			rules via an expression that relates to one or more goals of the author, the
15			plurality of content objects comprising objects that may be invoked from
16			server-side or client-side applications and that dynamically render content
17			pages based on profile, platform, and behavioral data, and application state
18			data of a user;

19		(ii) one or more users of the application that may receive the selected content
20		objects, and
21		(iii) one or more application state conditions under which the selected content
22		will be delivered to the selected users;
23	and	
24	(c)	an engine for interpreting the application rules dynamically and generating and
25		delivering content pages over the network to users of the application, wherein
<u> 2</u> 6		such interpretation of the application rules is based at least in part on the user
27		platform data.
1	•	w) The system of claim 1 wherein the system is also directed to select dynamically a
2	plurality of templates for determining the size and location of the selected content objects that	
3	will be deli	vered to the selected users.
1	21. (Ne	w) The system of claim 12 wherein the system is also directed to select dynamically a
2	plurality of templates for determining the size and location of the selected content objects that	
3	will be delivered to the selected users.	
1	22. (Ne	w) The system of claim 9 wherein the plurality of content objects also comprises one
2	or more templates within each page.	
1	23. (Ne	w) The system of claim 1 wherein the selection of content objects occurs at run-time.
1	24. (Ne	w) The system of claim 12 wherein the selection of content objects occurs at run-
2	time.	w) The bysicin of claim 12 wherein the selection of content of selection of selection and the selection of t
۷	anne.	
1	25. (Ne	w) The system of claim 9 wherein the application rule for directing the system to
2	select dynamically one or more of the plurality of content objects uses weights associated with	
3	each primitive object to select the content objects.	